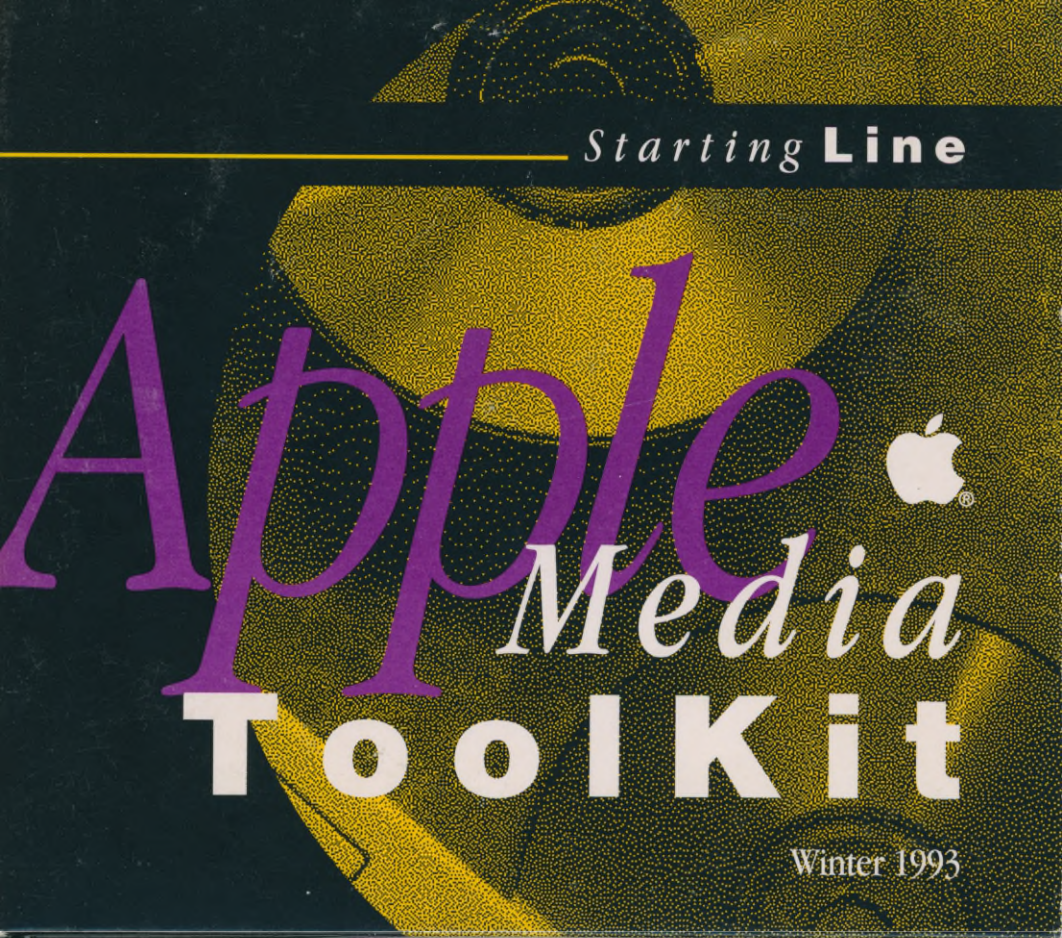
Starting Line
Apple
Media
ToolKit
Winter 1993

Creating your own marketing materials has never been easier.

All the high quality tools you need to make your own Apple® advertising and marketing materials are here in the new Apple Media ToolKit. You can create them right from your Macintosh® computer—now more easily than ever.

New materials.

The Apple Media ToolKit delivers the latest Apple product art, ad slicks, flyers, brochures, market-specific documents, and other materials ready for you to customize with your location information, pricing, and more. Product art and copy for all the new Apple products has also been included with this edition of the Apple Media ToolKit. Which means you have even greater flexibility to create your own materials using an updated library of Apple product art, headlines, and AppleFund™-approved descriptive copy.

New features.

This edition of the Apple Media ToolKit features a new large-window color interface based on HyperCard® that is more intuitive and easier to use. The new design further simplifies selecting and launching the wide variety of PageMaker® templates. You can view larger integrated preview images of the templates before you launch them. You can browse easily through picture views of Apple Product Art. The enhanced help systems make it even easier to customize your materials—and ensure that they are eligible for AppleFund reimbursement. And the new print materials have all been designed for faster output from LaserWriter® printers.

Getting started is easy.

To begin using the Apple Media ToolKit, all you need is a Macintosh that meets the system requirements and a basic knowledge of PageMaker. Before you get started, please read the accompanying User's Guide to familiarize yourself with the new interface and enhanced navigation features of the Apple Media ToolKit.

System Requirements

To use the Apple Media ToolKit, you need:

- An Apple Macintosh II series or Macintosh Quadra™ computer with at least 4 megabytes of memory.
- A 13" (or larger) color monitor.
- A CD-ROM drive.
- HyperCard Player version 2.1 or later.
- PageMaker 4.2.
- System Software 7.0, or later.
- Macintosh CD Setup, Version 3.1.
- Apple Garamond, Helvetica, and Symbol fonts.

If you do not currently have the applications or typefaces mentioned here, they are included on the CD-ROM disc.

Apple Media ToolKit Technical Support

All technical questions regarding the Apple Media ToolKit, should be directed via AppleLink® to: AMTK.

Note: Please destroy the previous version of the Apple Media ToolKit CD-ROM.

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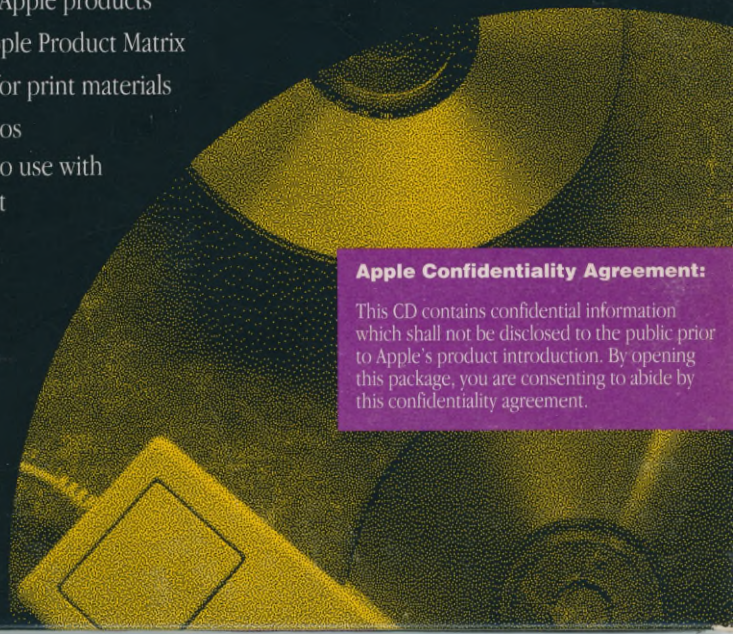
Here's a sneak peek at the new Apple Media ToolKit:

- A complete selection of Apple product art in three formats
- New templates that are designed to print faster
- A wide variety of market-specific flyers
- The latest Apple product ad slicks
- Descriptive copy for all Apple products
- A new version of the Apple Product Matrix
- AppleFund Guidelines for print materials
- A selection of Apple logos
- Applications and fonts to use with the Apple Media ToolKit
- And much more!



Apple Confidentiality Agreement:

This CD contains confidential information which shall not be disclosed to the public prior to Apple's product introduction. By opening this package, you are consenting to abide by this confidentiality agreement.

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